



Grow Milwaukee County

www.growmilwaukeecounty.com

PabstCity



“We are going to build something that will be Milwaukee’s go-to place. When you’re in San Francisco, you go to the Wharf. When you got to Cleveland, you go to the Flats. We want this to be—when you go to Milwaukee, you go to **PabstCity**.”

— John Ferchill, President, *The Ferchill Group*

Live. Work. Play.

Since 1844, the Pabst Brewery has impacted Milwaukee’s population and culture. Our proposed renaissance for **PabstCity** transforms the area into a mixed-use urban development in the entertainment corridor of downtown Milwaukee while utilizing the buildings of the old Pabst Brewery. Building on a century-old sense of place and heritage, **PabstCity** is a 3-million square foot space which includes:

- 450,000 Square feet of retail, restaurants, and entertainment space
- 360 Units of loft apartments
- 200 Condominium living units
- 100,000 Square feet of office space
- 5,280 Spaces of street and structure parking
- 22 Acres situated on seven prime city blocks



JUNEAU AVENUE

For additional information, please contact: Office of the Milwaukee County Executive. Call us at 414-278-4211 or send an email to countyexec@milwcnty.com. Be sure to visit our website, www.growmilwaukeecounty.com.